

S1 Table. Description of variables used in the study

Variable	Description
<i>Zinc Deficiency Identify</i>	Dummy variable=1 if one can identify zinc deficiency in his/her land and 0 o/w
<i>Land owned</i>	Land owned in crop year 2018 in acres
<i>Land ownedsq</i>	Square of land owned above
<i>Tenant</i>	Dummy variable=1 if one was a tenant farmer in year 2018 and 0 o/w
<i>Marginal farmer</i>	Dummy variable=1 if $(0.02 < \text{land owned} \leq 1 \text{ ha})$ and 0 o/w
<i>Small farmer</i>	Dummy variable=1 if $(1 < \text{land owned} \leq 2 \text{ ha})$ and 0 o/w
<i>Semi-medium farmer</i>	Dummy variable=1 if $(2 < \text{land owned} \leq 4 \text{ ha})$ and 0 o/w
<i>Medium farmer</i>	Dummy variable=1 if $(4 < \text{land owned} \leq 10 \text{ ha})$ and 0 o/w
<i>Scheduled Caste</i>	Dummy variable=1 if one is Scheduled Caste and 0 o/w
<i>Scheduled Tribe</i>	Dummy variable=1 if one is Scheduled Tribe and 0 o/w
<i>Other Backward Classes</i>	Dummy variable=1 if one is from Other Backward Classes and 0 o/w
<i>Educated</i>	Dummy variable=1 if one has some formal education and 0 o/w
<i>Used Zinc</i>	Dummy variable=1 if used zinc in 2018 and 0 o/w
<i>Used Boron</i>	Dummy variable=1 if used boron in 2018 and 0 o/w
<i>Used Gypsum</i>	Dummy variable=1 if used gypsum in 2018 and 0 o/w
<i>Free Zinc</i>	Dummy variable=1 if used free zinc in 2018 and 0 if not used zinc at all
<i>Purchased Zinc</i>	Dummy variable=1 if used purchased zinc in 2018 and 0 if not used zinc at all

<i>Cultivated Paddy</i>	Dummy variable=1 if one cultivated paddy as their major crop in 2018 and 0 o/w
<i>Age</i>	Age in years
<i>Age squared</i>	Age in years squared
<i>Farming experience</i>	Farming experience in years
<i>Farming experiencesq</i>	Farming experience in years squared
<i>Male</i>	Dummy variable=1 if respondent is male and 0 o/w
<i>Family size</i>	Number of family members in the household including self
<i>Soil health card</i>	Dummy variable=1 if one owns a SHC and 0 o/w
<i>Knows the MPEO</i>	Dummy variable=1 if one knows the MPEO and 0 o/w
<i>Shop distance</i>	Distance from shop in kilometers
<i>Irrigation</i>	Dummy variable=1 if irrigation was done in 2018 and 0 o/w
<i>Asset index</i>	Index of household asset position
<i>District</i>	Dummy variable=1 for each district and 0 o/w
<i>MPEO</i>	Dummy variable=1 for each MPEO and 0 o/w
<i>Used only purchased zinc</i>	Dummy variable=1 if used only purchased zinc in 2018 and 0 o/w
<i>Used both purchased and free zinc</i>	Dummy variable=1 if used both free and purchased zinc in 2018 and 0 o/w
<i>Cultivated in only Kharif</i>	Dummy variable=1 if cultivated only in kharif 2018 and 0 o/w
<i>Cultivated in both Kharif and Rabi</i>	Dummy variable=1 if cultivated in both kharif 2018 and rabi 2018-19 and 0 o/w
<i>Zinc status of the village (ppm)</i>	Level of zinc in village in parts per million